



Advanced Information

Manifesto of the Poor Solutions Come From Below

by Francisco Van der Hoff Boersma, Co-founder of Fairtrade

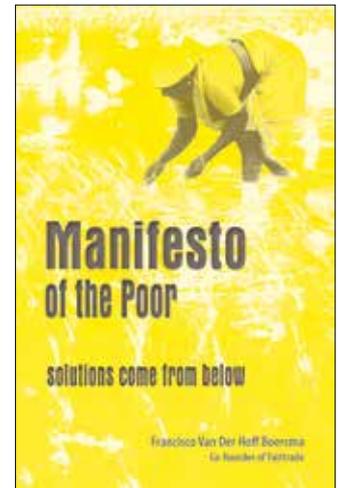
This 'little yellow book' is a charter for everyone who is looking to create an alternative, more equitable and harmonious world. Written by the co-founder of Fairtrade movement, Francisco Van der Hoff Boersma, it uses models of Fairtrade and small-scale organic farming to explain why Fairtrade farmers don't need all the money and luxury that is deemed so important in the West to thrive. By earning a fair wage for their produce and through hard work, they can create inclusive, vibrant communities of people who are interconnected, valued and celebrated. The author also tells the fascinating story of how Fairtrade began and how it has evolved as a potent solution to rural poverty.

Manifesto of the Poor describes how our current capitalist system has left millions of people in poverty and why Fairtrade offers practical solutions to alleviate misery. Van der Hoff Boersma explains how we can all live well by adopting ethical social enterprise models, rather than sustaining the dominant economy of today that is unfair and destructive.

Manifesto of the Poor argues for deglobalisation, changing the world's top down approach to a bottom up system, using the values from indigenous communities. A love of life, valuing ancestral wisdom and hope for the future are central values in this new economy. With Fairtrade we can "give human beings back their humanity and give the earth back its sacredness".

This best-selling book is an inspiring account of the campesino movement that offers practical and tested solutions to alleviate global poverty and a vision of a world of dignity and self-reliance.

ABOUT THE AUTHORS: Francisco Van der Hoff is a Dutch worker-priest with doctorates in economics and theology. He co-founded Fairtrade 30 years ago. He lives in the mountains of Oaxaca in Mexico working with indigenous coffee farmers (campesinos).



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